

**WHAT IS CLAIMED IS:**

1. A display device, comprising:
  - 5 a plurality of pixel formation portions for forming an image to be displayed;
    - a plurality of video signal lines for transmitting a plurality of video signals representing the image to the plurality of pixel formation portions;
    - 10 a video signal line driving circuit that has a plurality of output terminals respectively corresponding to a plurality of video signal line groups made by grouping the plurality of video signal lines into groups of two or more video signal lines, for outputting, by time division, from each of the output terminals the video signals to be transmitted by the video signal line group corresponding to that output terminal; and
    - 15 a connection switching circuit for connecting each of the output terminals of the video signal line driving circuit to one of the video signal lines in the corresponding video signal line group, and switching the video signal line to which each of the output terminals is connected within the corresponding video signal line group in accordance with said time division;
    - 20 wherein each of the plurality of video signal line groups is made of a plurality of video signal lines that are spaced apart by an odd number of video signal lines.
2. The display device according to claim 1, further comprising:
  - 25 a plurality of scanning signal lines intersecting with the plurality of video signal lines; and
    - a scanning signal line driving circuit for respectively applying to the plurality of scanning signal lines a plurality of scanning signals for selectively driving the plurality of scanning signal lines;
  - 30 wherein the plurality of pixel formation portions are arranged in a

matrix, in correspondence to the intersections between the plurality of video signal lines and the plurality of scanning signal lines;

wherein each of the pixel formation portions comprises:

5 a switching element that is turned on and off by a scanning signal applied by the scanning signal line driving circuit to the scanning signal line passing through the corresponding intersection;

a pixel electrode connected via the switching element to the video signal line that passes through the corresponding intersection; and

10 an opposing electrode that is shared by the plurality of pixel formation portions, and that is disposed such that a predetermined capacitance is formed between the opposing electrode and the pixel electrode;

wherein the connection switching circuit connects, by time division, each of the output terminals of the video signal line driving circuit to the 15 video signal lines within the corresponding video signal line group from the time when one scanning signal line is selected by the scanning signal line driving circuit and until another scanning signal line is selected.

3. The display device according to claim 2, wherein the connection 20 switching circuit changes a switching order of the video signal lines to be connected to each of the output terminals of the video signal line driving circuit in accordance with a switching of the scanning signal line selected by the scanning signal line driving circuit.

25 4. The display device according to claim 2, wherein every time the scanning signal line selected by the scanning signal line driving circuit is switched for a predetermined number of times of two or greater, the video signal line driving circuit inverts a voltage polarity of the video signal outputted from each of the output terminals, taking the opposing electrode 30 as reference potential.

5. The display device according to claim 1, wherein the video signal line driving circuit outputs the plurality of the video signals such that voltages of different polarities are applied to neighboring video signal lines of the 5 plurality of video signal lines.

6. A method for driving a display device comprising a plurality of pixel formation portions for forming an image to be displayed; a plurality of video signal lines for transmitting a plurality of video signals representing the 10 image to the plurality of pixel formation portions; and a video signal line driving circuit having a plurality of output terminals respectively corresponding to a plurality of video signal line groups made by grouping the plurality of video signal lines into groups of two or more video signal lines;

15 the method comprising:

a video signal output step of outputting, by time division, from each of the output terminals the video signals to be transmitted by the video signal line group corresponding to that output terminal; and

20 a connection switching step of connecting each of the output terminals to one of the video signal lines in the corresponding video signal line group, and switching the video signal line to which each of the output terminals is connected within the corresponding video signal line group in accordance with said time division;

25 wherein each of the plurality of video signal line groups is made of a plurality of video signal lines that are spaced apart by an odd number of video signal lines.

7. The method according to claim 6, wherein in the video signal output step, the plurality of the video signals are outputted such that voltages of 30 different polarities are applied to neighboring video signal lines of the

plurality of video signal lines.

8. A method for driving an active matrix-type display device comprising a plurality of video signal lines for transmitting a plurality of video signals representing an image to be displayed; a plurality of scanning signal lines intersecting with the plurality of video signal lines; a video signal line driving circuit having a plurality of output terminals respectively corresponding to a plurality of video signal line groups made by grouping the plurality of video signal lines into groups of two or more video signal lines; and a plurality of pixel formation portions that are arranged in a matrix, in correspondence to the intersections between the plurality of video signal lines and the plurality of scanning signal lines;

the method comprising:

a scanning signal line driving step of selectively driving the plurality of scanning signal lines;

a video signal output step of outputting, by time division, from each of the output terminals the video signals to be transmitted by the video signal line group corresponding to that output terminal; and

a connection switching step of connecting each of the output terminals to one of the video signal lines in the corresponding video signal line group, and switching the video signal line to which each of the output terminals is connected within the corresponding video signal line group in accordance with said time division;

wherein each of the plurality of video signal line groups is made of a plurality of video signal lines that are spaced apart by an odd number of video signal lines.

9. The method according to claim 8, wherein in the connection switching step, a switching order of the video signal lines to be connected to each of the output terminals of the video signal line driving circuit is

changed in accordance with a switching of the scanning signal line selected in the scanning signal line driving step.

10. The method according to claim 8, wherein in the video signal output step, every time the scanning signal line selected in the scanning signal line driving step is switched for a predetermined number of times of two or greater, a voltage polarity of the video signal outputted from each of the output terminals is inverted.  
5
- 10 11. The method according to claim 8, wherein in the video signal output step the plurality of the video signals are outputted such that voltages of different polarities are applied to neighboring video signal lines of the plurality of video signal lines.